



Landsec

## Press release

**Title** Interactive brand space launches below Piccadilly Lights  
**From** Landsec  
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Landsec will launch a brand experience concept, 'Below The Lights', underneath the world famous Piccadilly Lights, W1, in response to growing demand for premium experiential marketing. Operated directly by Landsec's Spotlight platform, a dedicated team will work in collaboration with Ocean Outdoor, who manage the advertising sales of Piccadilly Lights for Landsec, and cultural marketing agency 160over90, part of Endeavor, to curate a calendar of brand and cultural events for Below The Lights.

Spread across three floors and with a capacity of over 540 people, the 6,650 sq ft space will immerse audiences in memorable, engaging and interactive brand experiences. Once open in Summer 2024, it will offer brands the opportunity to extend on screen media campaigns to a physical experience in the heart of London. The space will enable brands to connect with the hundreds of millions of people who travel through Piccadilly Circus each year, whilst reaching global audiences through integrated media.

Below The Lights will be a versatile and highly adaptable event space capable of hosting a range of activations, including product launches - from cars to music and film - to retail promotions, pop-ups, and fashion shows in one of the UK's most iconic locations. Brands will also be able to run fully immersive, integrated campaigns by combining experiential space with premium media through Landsec's Spotlight platform. Brands looking to create 'national' campaigns can occupy Below The Lights in conjunction with advertising on Piccadilly Lights in London and physical activations across Landsec's UK-wide portfolio of prime retail destinations.

Featuring state of the art lighting, sound systems and a series of large format Ultra HD digital displays for high-impact audio-visual experiences, guests can be completely immersed. Specialist rigging and neutral interiors will allow for total customisation of the Below The Lights space so that brands can create bespoke, interactive worlds in the heart of the West End. Creative and digital delivery will be supported via technology specialists DMT.

**Derek Manns**, Head of Commercialisation at Landsec said: "People are looking for new experiences and brands are increasingly looking to interact with their audiences in person. Below The Lights is a truly immersive space which enables consumers to actively engage with brands in a completely new way.

"Below The Lights offers brands an unrivalled opportunity to leverage one of the most well-known and highest footfall locations in the UK to create more immersive campaigns and memorable moments that resonate globally, reaching passing visitors on an incredible scale."

**Paul Stanway**, Senior VP / Executive Creative Director at 160over90 said: "Below The Lights is a unique concept that has been developed to bring audiences and brands together in one of the world's most iconic locations. With physical and digital experiences coming together, this intelligent design and progressive mindset makes Below The Lights an incredibly exciting opportunity for brands and consumers alike."



**Phil Hall**, UK CEO of Ocean Outdoor said: “When used together, Below The Lights and the Piccadilly Lights will create an immersive brand experience which makes a real statement. Brands will be able to run fully integrated campaigns by creating physical brand worlds for people to explore whilst using the Piccadilly Lights to deliver creative media before, during and after their activation to reach worldwide audiences.”

Below The Lights is part of Landsec’s brand experience and customer engagement platform ‘Spotlight’. Encompassing brand event spaces, partnership collaborations, ambient and digital advertising media, as well as mid-mall retail spaces, Spotlight provides a range of opportunities to create unique experiences for audiences across Landsec’s national retail portfolio.

**Ends**

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### **About Landsec**

At Landsec, we build and invest in buildings, spaces and partnerships to create sustainable places, connect communities and realise potential. We are one of the largest real estate companies in Europe, with a portfolio of retail, leisure, workspace and residential hubs. Landsec is shaping a better future by leading our industry on environmental and social sustainability while delivering value for our shareholders, great experiences for our guests and positive change for our communities.

Find out more at [landsec.com](https://www.landsec.com)